# BROADCAST JOURNALISM SEMESTER – III SYLLABUS

## BCJSC07PT: INTRODUCTION TO TELEVISION MEDIA PRODUCTION & TELEVISION PRODUCTION

### Unit-1- Basics of Television

- Television as Visual Medium- Advantages & Disadvantages
- Visual Elements and Their Characteristics
- Video Camera- Types, Components, Basic Shots & their Uses, Cues & Commands, White Balance & Other Significance
- Lighting- Types, Importance, Equipment, Control, Techniques & Problems

### Unit-2- Principles of Reporting For TV

- Different Format of Television Programmers,
- TV Reporting- Meaning, Techniques, Types & Quality of TV Reporter
- Interview Techniques for Visual Media
- Basics of Television Anchoring

### Unit-3- Writing for Television

- Television News
- Features, Human Interest Stories
- TV Report
- Script writing as an Art, Marking copy in production language.

### Unit-4- Television Production

- Production Personnel and their Duties and Responsibilities
- Editing & Digital Effects
- Video Production- Documentary Production, Short Film Making, Television studio and ENG production
- Transmission- Techniques, Equipment

Practical Examination- Student shall produce 5-10-minute Documentary/ Short Film on the subject given by the faculty and it will be evaluated by the faculty concerned.

***Essential Readings***

Television Production Handbook - Zettl, Hebert
Video Editing- A post production - Steven E. Browne
The Television lighting technique by Gerald Millerson
Video Production – Basuki

## BCJSC08PT: ADVERTISING & ADVERTISEMENT MAKING FOR DIFFERENT MEDIA

### Unit-1- Advertising: Principles & Practices

- Evolution and Growth of Advertising
- The Ways Advertising Works
- Definitions of Various Key Concepts
- Advertising and Social and Cultural Change
- Impact of Advertisement on Children, Women, etc;

### Unit-2-Creativity and Qualities of Advertisements

- Brand and Brand Positioning
- Stages in the Creative Process
- Media Planning
- Qualities of a Successful Advertisement

### Unit-3-Advertising Theories and Models

- AIDA model, DAGMAR Model, Maslow ‘s Hierarchy Model
- Communication theories applied to advertising
- Advertising as a tool of communication

### Unit-4-Advertising and Marketing Mix

- Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.
- Types of Media for advertising
- Advertising Objectives, Segmentation, Positioning and Targeting Media selection, Planning, Scheduling
- Marketing Strategy and Research and Branding
- Advertising department vs. Agency-Structure, and Functions
- Advertising Budget
- Campaign Planning, Creation and Production

Essential Readings
Advertising Media Planning - Z. J. Sisson and Bemba Lincoln
Brand Positioning: Strategies for Competitive Advantage - Subroto Sengupta
Advertising Principles and Practices-Williams well et. al

## BCJSC09PT: PUBLIC RELATIONS & PREPARING/ARRANGING CORPORATE FILM/PR TOOLS

### Unit-1- Introduction to Public Relations

- Meaning, Definition, Nature and Scope of Public Relations.
- History of Public Relations
- Elements of Public Relations: Publicity and Propaganda
- Tools and Methods, Qualities of PRO

### Unit-2- Public Relations Management

- Public Relations as a Management Function
- Crisis Management
- Role of Public Relations in Government, Industry, Public and Private Sectors
- Public Relation Strategy & its Implementation
- Media Support System- Press Release, Press Meet, Press Brief, Press Conference,
- House Journal, Annual Report
- Meet the Press, Press Visit, Exhibition etc.
- Public Relations strategy and tactics- magnitude and power of corporate communication
- Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

### Unit-3- Public Relations Tools and media of Communication

- Various tools and media of communication-advertisement, brochure, annual report, house journal, film, coffee table book, sponsorship, photography, event management, facility visit, press conference, press briefing, new media
- To work in a in-house studio to learn news production, film and video production and advertising layout,
- Production of different ad design- setting out Public Relations campaigns- developing the elements of creativity.

### Unit-4-Writing for Public Relations

- Public Relations writings- reading the culture of the organization and its milieu and understanding the requirement of the organization
- Art of PR writings in different kind of brochures, press release, press hand out, press announcements, notice, advertisement, tender, house journal, new media
- Chief executive's speech
- Script writing for Corporate films etc.
- How to make CEO's brief for news conference,
- Feature writings- crisis message, writings for broadcast, telecast, scripts, webpage, e-mail and other alternative media
- Content management and presentation techniques

**BCJGC06PT: INTRODUCTION TO DOCUMENTARY & DOCUMENTARY MAKING ON LOCAL ISSUES**

**Unit 1 - Understanding the Documentary:**

- Introduction to the debate on realism,
- Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic.
- Ethical Debates in the Documentary Encounter,
- Defining the Subject / Social Actor / Participant.
- Voice in the Documentary: Problematic of Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker & Audience Camcorder Cults Documentary.

**Unit 2 - Documentary Production:**

- Pre-Production, Researching the Documentary,
- Research: Library, Archives, location, life stories, ethnography.
- Writing a concept: telling a story.
- Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching.
- Issues of Primary and Secondary Audience.

**Unit 3- Documentary Production (Technical Aspects):**

- Production Documentary Sound;
- Documentary Cinematography – a responsive filmic encounter.
- Location Research, Technologies and Techniques,
- Shooting Schedule,
- Shot Breakdown & Call list, Production Team, Meetings, Checklist, and Crowd Funding.

**Unit 4 – Documentary Post Production:**

- Post-Production- Grammar of editing,
- Transitions: Scenic Realism & Sound Effects and Visual Effects,
- Aspect Ratio,
- Language,
- Distribution and Exhibition Spaces (Traditional and Online). Festivals and International Market Box office documentaries.

**Reading List:**

1. Erik Barnow and Krishnaswamy Documentary.
2. Charles Musser ―Documentary in Geoffrey Nowell Smith ed. The Oxford History of World Cinema Oxford University Press: 1996, 322-333.
3. Michael Renov ―The Truth about Non-Fiction‖ and ―Towards a Poetics of Documentary in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36.
4. Trisha Das How to Write a Documentary Double Take by PSBT.
5. DOX magazine Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.

Suggested Screenings:

- Michael Moore: Roger and Me
- Nanook of the North by Robert J Flaherty
- Night mail by Basil Wright
- Bombay Our City by Anand Patwardhan
- Black Audio Collective
- City of Photos by Nishtha Jain
- Films by PSBT

## BCJGC07T: FILM APPRECIATION

- Language of Cinema: Language of Cinema I – Focus on visual Language: Shot,
- Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage. Language of Cinema
- Focus on Sound and Colour: Diegetic and Non-Diegetic Sound; Off Screen
- Sound; Sync Sound; the use of Colour as a stylistic Element. Difference between story, plot, screenplay.
- Film Form and Style: German Expressionism and Film Noir, Italian Neo-realism,
- French New-Wave, Genre and the development of Classical Hollywood Cinema.
- Film Authorship with a special focus on Satyajit Ray or Ritwik Ghatak, Mrinal Sen or Tapan Sinha.
- Hindi Cinema: - Cinema and the Nation (Dadasaheb Phalke, Raj Kapoor, Deepa Mehta),
- The Indian New-Wave, Globalization and Indian Cinema, The multiplex Era Film Culture.